
FOR IMMEDIATE RELEASE

April 12, 2021

Contact: Nate Alger, Grand Traverse County Administrator

Subject: Grand Traverse County Website Updates

Recently the Grand Traverse County Website received updates making the website more secure and easier to navigate.

The County website has moved to a .gov site from a .org site. The .gov top-level domains include various security features that commercially available web addresses, like those ending in .com or .org, do not.

"The .gov domain sends a message to the user that the domain is legitimate and secure," said Nate Alger, Grand Traverse County Administrator. "This will help to protect the public as local governments continue to be targets of cybersecurity and spoofing attacks."

In addition to the transition to a more secure domain, the County website was also updated to feature the new County logo.

Kristine Erickson, Director of Grand Traverse County Parks and Recreation and Senior Center Network, spearheaded the logo redesign project with staff from Administration. Erickson said. "This was an opportunity to identify and rebrand the county's departments and properties, including park properties, with one new, fresh image that reflects grounded principles and our region's stunning geography."

The transition to a top-level domain and new logo are two small steps to increase transparency and communication with Grand Traverse County residents. Other efforts include releasing the County's 2020 Annual Report, participation in the National Community Survey, and encouraging public participation in our active Polco surveys.

Resources:

[Grand Traverse County Website](#)
[2020 Annual Report](#)
[Survey Reports](#)

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